

Message Text

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TO AMEMBASSY SINGAPORE

INFO AMEMBASSY BANGKOK

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

UNCLAS STATE 120532

E.O. 11652: N/A

TAGS: BEXP: SN

SUBJECT: WCAG FY 1978 SECOND QUARTER REVIEW

REF: SINGAPORE 1628

1. SUBJECT REVIEW HELD APRIL 28. AGENDA ITEMS WERE AS
FOLLOWS:

(A). POST'S SECOND QUARTER EVENTS REVIEWED AS WELL AS
UPCOMING CAMPAIGN SCHEDULE. DISCUSSION CENTERED ON COMMU-
NICATIONS SHOW. CONSIDERING CURRENT PRODUCT MIX OF
PARTICIPATING FIRMS AND EXPECTED HIGH QUALITY OF CCAG
MULTI-COUNTRY PROMOTION, WCAG CONFIDENT THIS EVENT WILL
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ALLOW EXHIBITORS TO ACHIEVE THEIR MARKETING GOALS. USDOC
PROJECT OFFICER ILL REPEAT SAME CLOSE CONSULTING WITH
EXHIBITORS AS WAS TESTED FOR AVIEX PROMOTION. PROJECT
OFFICER WILL GET MORE DETAILS OF PARTICIPANT'S MARKETING
GOALS AND CABLE TO THE POSTS IN ADVANCE OF THE EVENT.
THIS HELPS COMPANY TO FOCUS ON WHAT THEY SPECIFICALLY
EXPECT TO ACHIEVE BY THEIR PARTICIPATION.

(B). USDOC WATCHING INCIDENCE OF INCREASE IN PRIVATELY ORGANIZED EXHIBITIONS, AVAILABILITY OF APPROPRIATE DISPLAY FACILITIES, REPETITION OF THEMES AND DIFFICULTY CCAG

EXPERIENCES IN IDENTIFYING VIABLE PROMOTIONAL THEMES. TWO WEEKS EARLIER, COMMERCE OFFICIALS MET WITH REPRESENTATIVES OF ONE SINGAPORE FAIR AUTHORITY RE USG/PRIVATE INDUSTRY PARTICIPATION. RESPONDING TO VULNERABILITY OF OUR THEMES DUE TO CHANGE IN MARKET POTENTIAL, A CONCERTED EFFORT HAS BEEN MADE TO BROADEN THE PRODUCT THEMES IN OUR UPCOMING FY'79 AND '80 EVENTS. CONCERNING THE PROS AND CONS OF A PERMANENT TRADE PROMOTION FACILITY, BOTH THE EMBASSY AND APCAC AS WELL AS AMERICAN BUSINESS COMMUNITY HAVE ALWAYS BEEN PRO IMC. WCAG FEELS AN ORGANIZED PRESENCE RE U.S. GOVERNMENT'S ROLE IN INTERNATIONAL TRADE IS APPROPRIATE, STIFF COMPETITIVE SITUATION DICTATES AN ACTIVE PRESENCE, THE PAST RESULTS OF THE IMC CONFIRM ITS VIABILITY AND THE REGIONAL MARKET POTENTIAL REQUIRES US TO MAINTAIN A FACILITY THAT CAN MAKE FORECASTS OF IMPORT VIABILITY FROM THE U.S., RECOMMEND TO USDOC AND PROMOTE U.S. MADE PRODUCTS TO THIS LUCRATIVE MARKET. PILOT PROJECTS TESTED IN DEVELOPED COUNTRIES, WHILE APPROPRIATE FOR THOSE MARKETS, ARE NOT SEEN AS CURRENTLY VIABLE FOR SINGAPORE.

2. AGAIN, LAST QUARTER CCAG MARKET PROMOTION ACTIVITIES UNCLASSIFIED

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HAVE BEEN EFFECTIVE, REFLECTING A COMMITMENT TO EXPORT EXPANSION.

3. WCAG WOULD APPRECIATE CCAG REVIEW AND COMMENT ON MARKET RESEARCH ACTIVITIES. SPECIFICALLY, OPINIONS ON RESEARCH METHODOLOGY, ACCURACY. ASIDE FROM BROMIDES OF POSSIBLE NON-U.S. COMPETITIVENESS IN THE AREAS OF PRICE, FINANCING, DELIVERY OR SERVICING, DOES THE CCAG SEE THE ROLE OF RESEARCH AS CAPABLE OF ENABLING THE U.S.G. ACCURATELY COUNSEL PRIVATE INDUSTRY INTO ACTION ON BEHALF OF INCREMENTAL EXPORT BUSINESS? VANCE

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